



Positive Results Coming In as 2008 Kansas City Area United Way Campaign Heads into Home Stretch

(Greater Kansas City)----With less than one month to go in the 2008 Kansas City area United Way campaign, volunteers are leaving no stone unturned in their quest to raise \$40.5 million. During a noon-time rally of United Way supporters and volunteers, campaign leaders announced that Kansas City area companies and individuals have pledged \$19.06 million, which is 47% of United Way's community-wide fundraising goal.

Two of Kansas City's largest employers, Sprint and EMBARQ, announced their campaign results today, giving a major boost to the fundraising effort. Sprint employees took the message of Kansas City Chiefs tight end Tony Gonzalez to heart when he told them to "live united and be the difference." **Sprint** and its employees responded by pledging more than \$1.86 million to United Way. Over at **EMBARQ**, employees heard about the unprecedented demand facing local nonprofit agencies and answered the challenge by raising \$852,939, the third highest total in the metro area.

Given the economy and the growing number of people struggling right now, United Way campaign co-chairs Peter deSilva and Ed Tervol, Jr. expressed their appreciation to the thousands of men and women who have stepped up to help. Tervol said, "People in our community have proven time and time again that they won't turn their backs on their friends and neighbors when times are tough. By banding together, we can help each other weather the storm." He added, "Those who have already given have demonstrated their generosity, but we need to get more people involved. I am firmly convinced United Way is the best way to help by supporting the safety net that makes our community strong."

DeSilva said, "While some companies have met or exceeded their goals, some have fallen short. It's important that we not give up; we need to do something extra so we can help as many people as possible. That's why we are declaring Wednesday, November 12th, as *Live United Day*." He added, "We're asking companies to allow their employees to wear jeans to work for an extra \$5 donation to United Way. If they already wear jeans to work, then we encourage them to schedule a chili cook-off, employee garage sale or other special event. We have to find a way to erase what is currently about a \$400,000 deficit in the campaign."

While campaign leaders acknowledge that there is work to do, they are also energized by some of the positive company results that are coming in:

- **JE Dunn Construction Company** used on-site "toolbox talks" to encourage giving to United Way as JE Dunn raised \$698,169. Their average gift was \$835.
- **Kansas City Power and Light and the International Brotherhood of Electrical Workers** joined forces in raising **\$681,705** for United Way with more coming in. The company matched all employee pledges at 50%.
- This year's **Black & Veatch** campaign is still underway, but has already raised \$676,235. New employee gifts will be matched dollar-for-dollar up to \$144 and 50% for amounts above that.
- **QuikTrip** is another company that matches employee pledges. This year employees pledged \$237,827, making the total from QuikTrip and its employees \$475,654.
- **YRC Worldwide and the Teamsters Union** reports pledges of \$447,825 as of today. YRC got in the spirit of this year's United Way campaign, painting one of its trailers with the Live United message and driving it around town as a moving billboard for United Way.
- **Garmin** employees heard from co-workers, helped by United Way funded programs. The approach helped Garmin raise \$400,000. Garmin has nearly doubled the amount pledged to United Way in the past two years.

- **UMB Bank** held United Way “huddles” at nearly all of its 50 retail banking locations, which obviously helped as UMB has raised \$350,000 to date, easily surpassing last year’s total of \$321,000.
- **Children’s Mercy Hospital**, one of the largest United Way partner agencies, showed they care by raising \$259,027. That’s a 12% increase over last year.
- **Citi Cards** employees joined together to pledge \$234,441 to United Way.
- **GEHA** employees showed they meant business, raising \$183,570. That is 15% above their goal and 21% more than GEHA raised last year.
- **Butler Manufacturing, a BlueScope Steel Company** surpassed its goal, raising \$175,823 from employees. The company will be making a 33% match on pledges. The average gift was \$717.
- **Bayer HealthCare** incorporated an Olympic theme, using a Wii for interdepartmental competition. It worked, as employees raised \$78,924, which Bayer matched for a total of \$157,848.
- **Bayer CropScience** focused on the good work United Way does in the community and held a talent show to add a little fun. Together Bayer and its employees raised \$144,225, or 8% over last year.
- **Johnson County Government** had 21 leadership givers as the JOCO government raised \$151,353.
- Although they have fewer employees, **Polsinelli, Shalton, Flanigan, Suelthaus PC** pledged \$128,209, exceeding last year’s total by 7%..
- **Shook Hardy & Bacon, LLP** had 31 leadership givers which helped the law firm raise \$115,511, a 12% increase over last year.
- **ATK Lake City Ammunition Plant** also had a great year, surpassing the \$100,000 mark for the first time, raising \$107,255. That’s 25% more than their goal and 29% more last year.
- **BKD, LLP** set goals of 100% participation and raising \$100,000. They succeeded on both counts, collecting pledges of \$101,082, nearly 10% more than last year.
- **Johnson County Community College** had its best United Way campaign in the school’s history. JCCC employees raised \$68,819. That’s a 22% increase over 2007.
- **Alliance Data** put up posters featuring testimonials of how employees live united. It seemed to have an impact as Alliance Data raised \$43,758, which was 28% more than their goal.

Not all of the campaign highlights involved big companies. Smaller companies also did their part...

- **North Kansas City School District**, which houses two United Way Success by 6 Centers, really got involved this year, raising \$60,960. That’s 63% more than students and faculty raised last year.
- With the addition of five new schools, the **Independence School District** watched its totals increase, raising \$54,740 from students and faculty, a 30% increase over last year.
- **KCATA Kansas City Transportation Authority** put United Way placards on the back of busses in addition to raising \$20,883 for United Way. That’s up 8% over last year.
- **Legal Aid of Western MO** collected \$8,200 through special events and staff donations, up 37%.
- **Tri-County Mental Health** raised \$7,409, which is a 35% increase over last year. A kiss a pig contest added a little fun to the campaign, as CEO Tom Cranshaw got to pucker up.
- **Atmos Energy** watched employee contributions jump from \$1,266 last year to \$7,500 this year, a 492% increase. A 100% company match means Atmos Energy raised a total of \$15,000.

New Account Development volunteers have now obtained commitments from 70 companies to run first-time United Way employee campaigns involving more than 5,000 Kansas City area employees. One was **Hotel Phillips** where employees pledged \$8,056.

Many United Way company campaigns are still in progress or will take place over the next couple of weeks. Campaign leaders and Kansas City area nonprofit agencies that rely on United Way funding are hoping many companies and organizations will try to do something extra as part of *Live United Day* on November 12th to help United Way erase the deficit projected from early campaign results. This year’s community-wide fundraising effort is scheduled to wrap up on November 20th with a Victory Celebration at the Kansas City Marriott Downtown Hotel.

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